

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

October 11, 2011

4 – 6 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences

Duke Gallagher, Treasurer, The Production Group

Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios

Fabio Conti, The Fabiolus Café

Charles Eberly, The Eberly Company

Brian Folb, Paramount Contractors

Rick Garcia, Chase Bank

Lillian Kuo, Vice President, Broadreach Capital

Patrick Olmstead, Los Angeles Film School

Absent

Kitty Gordillo, Hollywood Wilshire YMCA

Carol Massie, Secretary, McDonald's Restaurants

Fred Rosenthal, Ametron

Allen Sides, Ocean Way Recording

Consultants

Leron Gubler, Hollywood Chamber of Commerce

Kerry Morrison, Hollywood Property Owners Alliance

Sarah MacPherson, Hollywood Property Owners Alliance

Joseph Mariani Jr., Hollywood Property Owners Alliance

Joe Salazar, Andrews International

Steve Seyler, Andrews International

Devin Strecker, Hollywood Property Owners Alliance

Guests

John Given, CIM (new board member)

Marty Shelton, Hollywood Chamber of Commerce

Tom Sherak, AMPAS

Leslie Unger, AMPAS

I. Call to Order

The meeting was called to order by Board President Michael Pogorzelski at 4:05 p.m. Introductions were made around the table.

II. Public Comment

Tom Sherak and Leslie Unger from AMPAS were invited to share information regarding the proposed motion picture museum, which was recently reported in the press as possibly moving to a location outside of Hollywood. Sherak stated that AMPAS has signed a Memorandum of Understanding with LACMA which gives the Academy one year to procure funding in order to open the motion picture museum at the May Co. building, known as LACMA West. If they are unable to raise the funds, then the deal expires. In the interim, the Academy has invested \$6M on enhancing their property in Hollywood – including landscape improvements, developing an outdoor screening area, and creating an exhibition space in the

former yoga studio. Sherak said the Academy will know in less than a year whether or not they can move forward with the LACMA project.

III. Approval of Board Minutes

A. Minutes from July 12, 2011

It was moved by Lillian Kuo, seconded by Brian Folb and CARRIED to approve the Minutes from the July 12, 2011 meeting. Unanimously approved.

B. Minutes from September 13, 2011

It was moved by Brian Folb, seconded by Fabio Conti and CARRIED to approve the Minutes from the September 13, 2011 meeting. Unanimously approved.

IV. Treasurer's Report

Gallagher reviewed the balance sheet and cash flow statement with the Board. To date, approximately 40% of public-owned assessments are delinquent – including \$40,000 owed by LAUSD. Morrison offered to contact the representative from LAUSD before the next board meeting to determine if LAUSD's payment policy had changed. In addition, three parcels associated Sunset & Vine Apartments have been manually billed and are currently delinquent. MacPherson agreed to contact the City Clerk's Office to determine why the three parcels are included on the public and government parcel roll and how the remaining funds can be collected.

It was moved by Brian Folb, seconded by Charles Eberly and CARRIED to approve the Treasurer's Report ending September 30, 2011. Unanimously approved.

V. Committee & Program Reports

A. Marketing and Communications

1. KFWB "On Your Corner" live broadcast from Hollywood: Strecker reported that he and MacPherson have been continuing to discuss the available sponsorship opportunities and associated costs with representatives from KFWB/CBS Radio. On Oct. 20, they will be attending the Pasadena "On Your Corner" business luncheon and are inviting potential anchor sponsors including Chase Bank. Morrison said the board might want to consider contributing funds towards the overall sponsorship costs for the broadcast in order to promote the BID, but the discussion was tabled until the anchor sponsors and broadcast locations could be solidified.

2. Media Messaging re/ developments in SVBID: Strecker and Conti have met to begin brainstorming a possible "taste of Sunset & Vine" type event, called "Sunset & Dine," which could feature BID restaurants. Strecker said this event could also serve to be the media launch and party for the renewal of the Sunset Vine BID. Strecker stated that he will send out an e-mail to the board to establish a working group.

B. Security Committee

1. Monthly security report: Seyler provided a general update on security activities and distributed a detailed report to the Board.

C. Streetscape Committee

1. Maintenance contract renewal: MacPherson reported that the HPOA Board, which has the same contract period with Cleanstreet as the CHC, suggested staggering the RFP schedule between the maintenance and security contracts over the next two years. Thus, the RFP process for security will take place in 2012, followed by the maintenance RFP in 2013. Staff will start negotiating a change order with Cleanstreet immediately, which will include an initial clean up and services for the expansion area.

2. Waste Reduction Franchise proposal update: Mariani stated that the LA Chamber and Cerrell Associates are organizing various constituents against the franchise proposal. The main points of contention are: whether the city is already achieving a 50% diversion rate for recycling; proper delivery of a five-year notice, and the legality of an exclusive franchise. LA Chamber and Cerrell are conducting an economic study and asking the city to do an EIR.

VI. New Business

A. Nominating Committee: Pogorzelski appointed: Roxanna Sassanian, Brian Folb, and Duke Gallagher to serve on the nominating committee. The letter soliciting candidates for the board has been mailed to all property owners.

B. Luncheon with Congressman Adam Schiff: Sunset Gower Studios is generously hosting the luncheon with Congressman Schiff on October 21 at 12 p.m.

C. HomeWalk: The United Way's fundraising event will take place on November 19 at Exposition Park. Hollywood 4WRD has assembled a team and is attempting to recruit 100 walkers in addition to gathering donations.

VII. Old Business

MacPherson reminded the board members that the final EIR of the Hollywood Community Plan has been released, and there will be open house and public hearings on November 7 and 10. In addition, CRA had a public hearing to review the Hollywood Boulevard District and Sunset Boulevard District Urban Design Guidelines on Oct. 6th. The CRA Board elected not to take action on the guidelines at the hearing, but instead asked CRA staff to release a redline version of the new guidelines, before the motion is reconsidered in November. MacPherson encouraged the Board to review the new draft and attend the public hearing to provide feedback.

IX. Next Meeting

The next meeting is scheduled for November 8, 2011.

X. Adjournment

The meeting was adjourned by Board President Michael Pogorzelski at 5:55 p.m.